

PUBLIC INTEREST LETTERS FROM VIEWERS

EXHIBIT L

Mrs. C. E. Osborne
P.O. Box 245
Lathrop, CA 95330

249-782-5354

3-15-73

KCmy-TV 29



VIEWER LETTERS SUPPORTING PUBLIC INTEREST "STREET TALK" SHOW

It's nice to have a local show on T.V. There isn't anything like what you are doing in the area.

I like educational/informative programs better than regular TV.

B. Baumann, Roseville, California

I can watch Channel 29 instead of a bunch of horror movies or drug addicts.

I recently lost my husband to a horrible death, and as a result I wake up many times during the night & I can flip on Channel 29 and watch the Home Shopping Club which is live TV.

Donna M. Mares, Leona, California

I have listed below eight reasons why I think Channel 29 is, indeed, offering a very needed public service.

1. It isn't safe to go anywhere...these days with car-jackings.
2. It isn't safe to go to malls anymore with roof top guards.
3. People who are disabled and elderly, and must rely on others for transportation, can rely on the HSC to give them the most value for their money.
4. When you do go into a store, it's almost impossible to find someone to wait on you, most stores are short staffed.
5. Finding someone with product knowledge is almost impossible.
6. Most people are on a tight budget..and shop during sales... and most often merchandise is manhandled or in disrepair.
7. Being able to shop anytime day or night, in the safety of your home is, indeed, a valuable public service.
8. We are generating (tax) revenue for California.

Carol McElroy, Roseville, California,

I can't get out to do shopping, so I rely on Home Shopping Club.

Jane Lee, Sacramento, California

It provides a very important service to seniors like me who are not up to shopping all over looking for merchandise at a reasonable price. The quality is excellent, and prices just great.

Mrs. Robert Lamb, Somerset, California,

I have found the "Club" to provide... items necessary to the healthful maintenance of my home. It also means one less car with resulting pollution to the local, congested traffic scene.

The Home Shopping Club brings normalcy to the housebound, elderly and disabled. Sacramento has many retirees...

I thank you....for making my life more pleasant and easier and for bringing, into my home, this twenty four hour source of neither crude, nor violent entertainment and education.

Rita Jourden, MSW, Sacramento, California,

For some of us such as myself, we live in smaller cities where shopping is extremely limited. Tracy has three clothing stores which are very small and a limited Pennys.

Please keep bring Home Shopping to us.

Barbara Swingle, Tracy, California,

I am writing this letter in response to your request on television whereby it was announced that the FCC wanted assurance that your station was contributing to the public service of that community.

To provide such pleasure for those of us who are not able to go out is more than a public service.

The types of programs on your station are sheer enjoyment. What with local television so full of violence, sex and horror, it is such a pleasure to know that one can switch to Channel 29 and relax with your programming.

We are very please that your station is continuing its policy of non-violent programming, focusing instead on family oriented topics and concepts.....

Martha Vidalis, Fairfield, California

It's a wonderful service to those of us with small children..

Also, I have been sick less since I don't go to crowded malls. Our family doesn't get exposed to as many viruses....

I don't have to spend time driving...looking for parking places.

And I can do all of this while I do housework, make phone calls, pay bills, wrap gifts, sew, take care of my family, all in the safety of my home.

Dr. & Mrs. James E Goodnight, El Macero, California

To me, Home Shopping Club has been a life saver. Especially in these hard times when all our money has to go further.

I work at home. I package my products & the HSC keeps me company.

I hear for myself how important this program is to the ELDERLY, and SHUT-INS.

We don't want....anything that isn't HOME SHOPPING.

Carol Foster, Lincoln, California,

I am older----do not like shopping centers & time spent shopping is difficult. I like being able to order & the shipping cost is well worth my transportation cost in (not) going out to shop.

Yes. The Home Shopping Club is a community service.

Bernice Allen, Carmichael, California

FEAR OF MALL CRIME DETERS SHOPPERS

EXHIBIT M

THE WALL STREET JOURNAL MONDAY, FEBRUARY 22, 1993

Mall Crime May Deter Investors, Retailers

By JEFFREY A. TRACHTENBERG

Staff Reporter of THE WALL STREET JOURNAL
Fear of rising crime is making some shopping malls less attractive to both investors and retail tenants.

Quantifying the impact of crime on real-estate investment values is difficult because shopping-mall rents and profits hinge on so many variables, including local retail competition, changing demographics and the general economy. But some observers say mall crime has become such a volatile issue that it is influencing the growth strategies of leading shopping-center tenants, thereby depressing rent levels and property values in some areas.

"Several retail clients have told me they intend to avoid certain malls because of their reputations for crime," says Jim Selonick, a retail real-estate consultant based in Cincinnati. "There's no question," he adds, "that crime has caused some depreciation in those malls' value."

Westwood Village in Los Angeles exemplifies a shopping area where crime has exacerbated existing economic problems. After the 1987 murder of a young woman in the trendy, 250-store complex, business fell off sharply. Matters didn't improve when



NEWSPAPER TV GRID LISTING LOCAL STATIONS WITH KCMY UNLISTED

EXHIBIT N

LOCAL STATIONS

and Sacramento Cable Listings

BROADCAST STATIONS

3	KCRA 3 Sacramento
6	KVIE 6 Sacramento
10	KXTV 10 Sacramento
13	KOVR 13 Sacramento
5	KCSO 19 Sacramento
12	KRBK 31 Sacramento
8	KTXL 40 Sacramento
19	KFCB 42 Sacramento
11	KSCH 58 Sacramento

The number next to each listing is a PlusCode. You can tape a show by entering the PlusCode number into VCR Plus +, a remote control device that simplifies VCR programming. For information about VCR Plus + call 1 (800) 258-4827; for technical assistance phone 1 (800) 432-1827.

MORNING

5:00	5:30	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00	11:30
News 66246	News 41246	News 23352	Today 64536	Sally Jessy Raphael (R) 53081	Jerry Springer 76371	Concentration Limbaugh 5246 6975							
Business File 17994	Business File 66710	Homestretch (6:15) 9931791	Destinos 44436	Lamb Chop Play 16913	Barney 99197	Mr. Rogers 98468	Sesame Street 82517	Instructional TV 29826					
Business 57536	Morn. News 47488	News 10826	This Morning 37420	Vicki! 26975	The Price is Right 56555	The Young and the Restless 36791							
News Now 216868	News 937352	Good Morning America 27642	Regis & Kathie Lee 84913	Montel Williams 13449	All My Children 26813								